



KMOV
One Memorial Drive
St. Louis, MO 63102

Waterfront Strategies
1010 Wisconsin Ave
Suite 800
Washington, DC 20007-3603

Contract

860107

Schedule Dates 10/07/12-10/10/12
Advertiser Service Employee's International Union (SEIU) (8041)
Agency/T-Code Waterfront Strategies (8116)/154583751
Product Political - US Senate (1176)
Brand SEIU (23802)
Salesperson Johannessen, Jordan (2818)
Sales Office TeleRep - New York
Buyer Name FURMAN,MIKE
Phone/Fax /
CPE 112/119/1962
Account Types National/Political PAC - Agency
Billing Type Standard
Comments SEIU 10/7-10/10
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/03/12
Last Modified 10/05/12
Entered By Betsy Waxberg
CO-OP No
Headline # 06362146
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$9,105.00
Net Total \$51,595.00
Sales Tax

St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Oct. 2012	39	\$60,700.00
Grand Total:	39	\$60,700.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/08/12-10/10/12	4	:30	20062- News @ 10pm M-F	3	X	X	X					3	\$2,500.00	\$7,500.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 10	10/3/12
2.0	Normal Line / SPOT	10/08/12-10/10/12	4	:30	20063- Late Show with David Letterman	3	X	X	X					3	\$500.00	\$1,500.00	St. Louis (KMOV) (KMOV)	DAVID LETTERMAN	10/3/12
3.0	Normal Line / SPOT	10/08/12-10/10/12	4	:30	20027- Inside Edition	2	X	X	X					2	\$300.00	\$600.00	St. Louis (KMOV) (KMOV)	INSIDE EDITION	10/3/12
4.0	Normal Line / SPOT	10/08/12-10/10/12	4	:30	20022- Price is Right	3	X	X	X					3	\$500.00	\$1,500.00	St. Louis (KMOV) (KMOV)	PRICE IS RIGHT	10/3/12
5.0	Normal Line / SPOT	10/08/12-10/10/12	4	:30	20023- News @ 12noon M-F	3	X	X	X					3	\$600.00	\$1,800.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT NOON	10/3/12
6.0	Normal Line / SPOT	10/08/12-10/10/12	4	:30	28663- Dr. Phil	3	X	X	X					3	\$750.00	\$2,250.00	St. Louis (KMOV) (KMOV)	DR. PHIL	10/3/12
7.0	Normal Line / SPOT	10/08/12-10/10/12	4	:30	20029- Young and the Restless	3	X	X	X					3	\$1,500.00	\$4,500.00	St. Louis (KMOV) (KMOV)	YOUNG AND THE RESTLESS	10/3/12
8.0	Normal Line / SPOT	10/08/12-10/10/12	4	:30	20054- News @ 5pm M-F	2	X	X	X					2	\$1,000.00	\$2,000.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 5P	10/3/12
9.0	Normal Line / SPOT	10/08/12-10/10/12	4	:30	20055- News @ 6pm M-F	3	X	X	X					3	\$1,000.00	\$3,000.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 6P	10/3/12
10.0	Normal Line / SPOT	10/08/12-10/10/12	4	:30	20015- News @ 6am M-F	2	X	X	X					2	\$500.00	\$1,000.00	St. Louis (KMOV) (KMOV)	AWAKE NEWS 4 AT 6A	10/3/12
11.0	Normal Line / SPOT	10/08/12-10/10/12	4	:30	20053- Entertainment Tonight	3	X	X	X					3	\$1,500.00	\$4,500.00	St. Louis (KMOV) (KMOV)	ENTERTAINMENT TONIGHT	10/3/12
12.0	Normal Line / SPOT	10/08/12-10/10/12	4	:30	131968- CBS This Morning	2	X	X	X					2	\$350.00	\$700.00	St. Louis (KMOV) (KMOV)	CBS THIS MORNING	10/3/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:



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13.0	Normal Line / SPOT	10/08/12-10/08/12	4	:30	115379- Hawaii Five O		1							1	\$5,000.00	\$5,000.00	St. Louis (KMOV) (KMOV)	HAWAII 5-0	10/3/12
14.0	Revised Line / SPOT	10/07/12-10/07/12	4	:30	20789- News @ 10pm Sun								1				St. Louis (KMOV) (KMOV)	NEWS 4 AT 10P SUN	10/3/12
14.1	Normal Line / SPOT	10/07/12-10/07/12	4	:30	121148- News @ 10pm Sun								1	1	\$2,500.00	\$2,500.00	St. Louis (KMOV) (KMOV)	NEWS 4 AT 10P SUN DB	10/5/12
15.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	8A- 10A (CT)								1	1	\$850.00	\$850.00	St. Louis (KMOV) (KMOV)	CBS SUN MORNING/FACETHE NATION	10/3/12
16.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	140453- Good Wife								1	1	\$5,500.00	\$5,500.00	St. Louis (KMOV) (KMOV)	GOOD WIFE	10/3/12
17.0	Normal Line / SPOT	10/09/12-10/09/12	4	:30	42783- NCIS			1						1	\$5,000.00	\$5,000.00	St. Louis (KMOV) (KMOV)	NCIS	10/3/12
18.0	Normal Line / SPOT	10/09/12-10/09/12	4	:30	107454- NCIS : Los Angeles			1						1	\$4,500.00	\$4,500.00	St. Louis (KMOV) (KMOV)	NCIS: LA	10/3/12
19.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	85956- Survivor				1					1	\$6,500.00	\$6,500.00	St. Louis (KMOV) (KMOV)	SURVIVOR	10/3/12

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